

1 of 4

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

THESE ARE 60'S SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	6A-7A	WAKE W/WAGNRS2	:60	\$1,300.00	09/28-09/28	1	1	1	\$1,300.00	
		Buyline Comment: WAKE W/WAGNRS2										
	2	M-TU	6A-7A	WAKE W/WAGNRS2	:60	\$1,400.00	10/01-10/02	2	1	2	\$2,800.00	
		Buyline Comment: WAKE W/WAGNRS2										
	3	M-TU	7A-9A	TODAY SHOW	:60	\$1,800.00	10/01-10/02	2	1	2	\$3,600.00	
		Buyline Comment: TODAY SHOW										
	4	F	7A-9A	TODAY SHOW	:60	\$1,700.00	09/28-09/28	1	1	1	\$1,700.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	9A-10A	TODAY SHOW 2	:60	\$850.00	10/01-10/02	2	1	2	\$1,700.00	
		Buyline Comment: TODAY SHOW 2										
	6	F	9A-10A	TODAY SHOW 2	:60	\$700.00	09/28-09/28	1	1	1	\$700.00	
		Buyline Comment: TODAY SHOW 2										
	7	M-TU	10A-11A	TODAY SHOW 3	:60	\$650.00	10/01-10/02	2	1	2	\$1,300.00	
		Buyline Comment: TODAY SHOW 3										
	8	F	10A-11A	TODAY SHOW 3	:60	\$650.00	09/28-09/28	1	1	1	\$650.00	
		Buyline Comment: TODAY SHOW 3										
	9	M-TU	11A-12P	RACHAEL RAY	:60	\$650.00	10/01-10/02	2	1	2	\$1,300.00	
		Buyline Comment: RACHAEL RAY										
	10	F	11A-12P	RACHAEL RAY	:60	\$650.00	09/28-09/28	1	1	1	\$650.00	
		Buyline Comment: RACHAEL RAY										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	F	12P-1P	NEWS AT NOON	:60	\$850.00	09/28-09/28	1	1	1	\$850.00	
	12	M-TU	12P-1P	NEWS AT NOON	:60	\$850.00	10/01-10/02	2	1	2	\$1,700.00	
	13	M-TU	1P-2P	NEWS AT NOON	:60	\$850.00	10/01-10/02	2	1	2	\$1,700.00	
	14	F	1P-2P	DAYS OF OUR LIVES	:60	\$850.00	09/28-09/28	1	1	1	\$850.00	
	15	F	3P-4P	DAYS OF OUR LIVES	:60	\$900.00	09/28-09/28	1	1	1	\$900.00	
	16	M-TU	3P-4P	DR. PHIL	:60	\$900.00	10/01-10/02	2	1	2	\$1,800.00	
	17	M-TU	4P-5P	DR. PHIL	:60	\$1,450.00	10/01-10/02	2	1	2	\$2,900.00	
	18	F	4P-5P	NEWS	:60	\$1,450.00	09/28-09/28	1	1	1	\$1,450.00	
	19	F	5P-630P	NEWS	:60	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
	20	M-TU	5P-630P	NEWS	:60	\$2,400.00	10/01-10/02	2	1	2	\$4,800.00	
	21	M-TU	630P-730P	NEWS	:60	\$2,600.00	10/01-10/02	2	1	2	\$5,200.00	

Station KSNV-TV LAS VEGAS, NV. Agency ( ) AMERICAN RAMBLER PRODUCTIONS Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) ROMNEY 4 PRESIDENT 138 CONANT STREET Sales Office ( ) AMY MCCREARY  
 Product ROMNEY FOR PRES 60 BEVERLY, MA 02494 Salesperson ( )  
 Estimate# 424 Agency C/P1/P2/E //424 Salesperson Phone# 215-568-6540  
 Buyer STEPHANIE KINCAID Flight Dates 09/28/2012 - 10/02/2012 Salesperson FAX# 215-568-1845  
 Phone# Hiatus Weeks  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	F	630P-730P	JEPARDY/WHEEL	:60	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
	Buyline Comment: JEPARDY/WHEEL											
	23	M-TU	11P-1130P	11P NEWS	:60	\$2,400.00	10/01-10/02	2	1	2	\$4,800.00	
	Buyline Comment: 11P NEWS											
	24	F	11P-1130P	11P NEWS	:60	\$2,200.00	09/28-09/28	1	1	1	\$2,200.00	
	Buyline Comment: 11P NEWS											
	25	SU	11P-1130P	11P NEWS	:60	\$2,200.00	09/30-09/30	2	1	2	\$4,400.00	
	Buyline Comment: 11P NEWS											

**---REPORT TOTALS---**  
 Report Totals: 38 / \$53,250.00

**---SALES MONTHLY TOTALS---**  
 Sep 12: 14 / \$19,650.00 Oct 12: 24 / \$33,600.00  
 Sales Totals: 38 / \$53,250.00  
 Station Totals: 38 / \$53,250.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

**---COMPETITIVE---**

Market Totals	\$113,296	CATV 0%	KBLR 0%	KINC 0%	KIAS 30%	KSNV 27%
		KTNV 20%	KTUD 0%	KVCW 1%	KVMY 2%	KVVU 20%
		XXXX 0%				

**---COMPETITIVE COMMENTS---**  
 NEW ORDER  
 COMPETITIVE IS ESTIMATED

Books NOV12  
 Demos RA35+

Rep Order# 6859169 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 107176

Printed: 09/27/2012 6:26 PM  
Last Received: 09/27/2012 12:09 PM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) ROMNEY 4 PRESIDENT  
Product ROMNEY FOR PRES 60  
Estimate# 424  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS  
138 CONANT STREET  
BEVERLY, MA 02494  
Agency C/P1/P2/E //424  
Flight Dates 09/28/2012 - 10/02/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
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--- CREDIT RISK ---  
CASH IN ADVANCE